

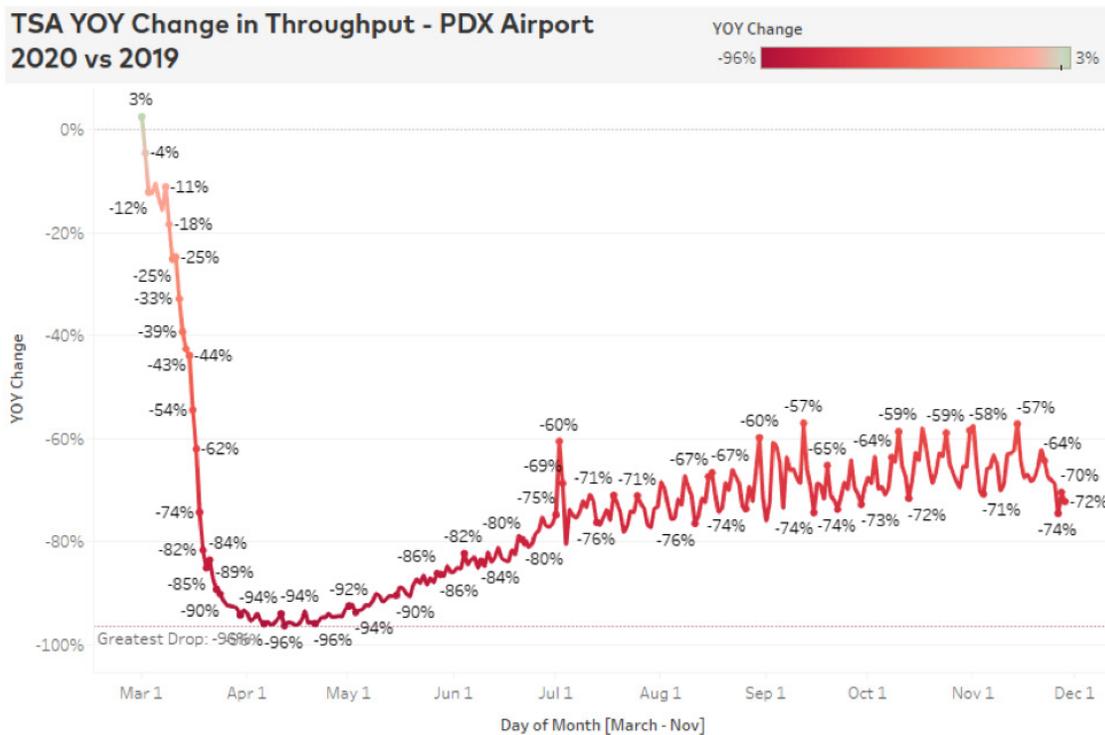
Impact of COVID-19 on Travel Industry

December 8, 2020

To help share information about COVID-19 impacts to the travel industry, Travel Oregon's research team is compiling state and national data on a bi-weekly basis to share with external partners. The data below is this week's summary and is for informational purposes only.

PDX Airport Data

The TSA reported 8,105 passengers utilized the checkpoints on Saturday, a decrease of 892 over the previous Saturday. We've been anticipating a spike in traffic going into the holiday season, but due to the ever-increasing rate of CV19 cases and increased restrictions from the governor, we've seen a drop in throughput at PDX for the Thanksgiving time period. We'll see if the downward trend in YOY change continues going into December.



STR Weekly Data (November 22 to November 28)

- Oregon weekly occupancy fell to its lowest level since late May, according to the latest data from STR through 28 November. This could indicate that a bulk of travelers opted to stay with family during the holiday.
- In comparison with the same week in 2019, the Oregon hotel performance recorded the following:
 - Occupancy: -25.7% to 36.54%
 - ADR (Room Rate): -11.1% to US\$88.56
 - RevPAR: -34.5% to US\$32.41
- Southern Oregon is the region with highest occupancy (53.19%) for the week followed by Willamette Valley (42.16%).
- Portland is still showing the lowest occupancy (29.13%) followed by Hood/Gorge (31.63%) and Eastern Oregon (32.08%).



Weekly STR Stats (% Chg YOY)

(November 22 to November 28)

	Occupancy (%)		Room Rate (\$)		RevPAR (\$)		Room Supply		Room Demand		Room Revenue (\$)	
Oregon	36.54%	-25.7%	\$88.56	-11.1%	\$32.41	-34.5%	468,041	-1.2%	171,037	-26.6%	\$15,167,928	-35.3%
Central	33.57%	-17.8%	\$98.24	-4.9%	\$33.08	-22.5%	40,460	2.8%	13,581	-15.5%	\$1,338,230	-20.3%
Coast	38.80%	-20.9%	\$96.02	-2.3%	\$37.64	-23.7%	77,000	0.5%	29,878	-20.5%	\$2,898,249	-23.4%
Eastern	32.08%	-17.5%	\$72.71	-3.6%	\$23.37	-20.4%	33,271	0.5%	10,674	-17.0%	\$777,459	-19.9%
Hood/Gorge	31.63%	-31.3%	\$84.00	-7.8%	\$26.61	-37.3%	16,135	4.2%	5,103	-28.4%	\$429,428	-34.7%
Portland	29.13%	-42.3%	\$83.84	-18.5%	\$24.43	-53.0%	165,522	-5.1%	48,210	-45.2%	\$4,043,659	-55.5%
Southern	53.19%	-2.2%	\$84.78	1.3%	\$45.12	-1.1%	59,689	1.1%	31,749	-1.2%	\$2,693,314	0.0%
Willamette Valley	42.16%	-18.4%	\$84.24	-17.0%	\$35.55	-34.1%	75,691	1.5%	31,914	-17.2%	\$2,690,878	-33.1%

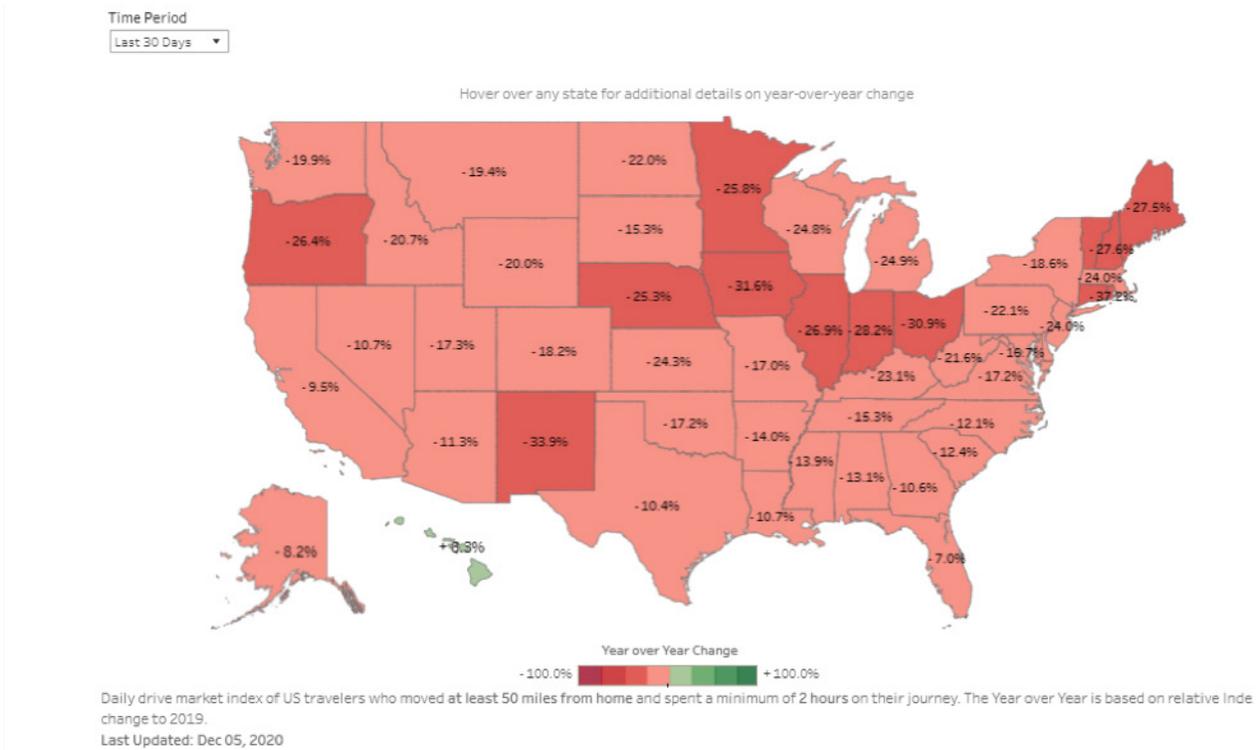
Arrivalist Daily Travel Index

Over the past month, Arrivalist data indicates that Oregon has seen a 26.4% drop in travels at least 50 miles from home (within and to Oregon). See the following chart for the Oregon data.

Arrivalist US Daily Travel Index



Daily drive market index of US travelers who moved at least 50 miles from home and spent a minimum of 2 hours on their journey. The index is based on the average daily volume of 2019 travelers.
 Last Updated: Dec 05, 2020



Social Sentiment + Hot Topics (Nov. 24-Dec. 6)

The information provided below is a summary of national coverage, media trends and what people across the U.S. are sharing online. The statements do not represent Travel Oregon's views or agency position.

The winter "surge upon surge" medical professionals warned upon is here and COVID-19 is now the [leading cause of death in the U.S.](#), surpassing heart disease. The CDC this week warned that the coming months could be the "[most difficult in the public health history of this nation.](#)" In the U.S. overall, we have exceeded [14 million cases](#) with nearly 282,000 deaths and a daily death rate of nearly 2,000/day and in Oregon, new modeling from OHA warns that average daily caseloads could range from 2,000-2,700 per day by Christmas.

While conversation levels on the pandemic remain steady at approximately 5 million posts, there is also a renewed sense of optimism and confidence amidst the bad news at the prospect of a vaccine in 2021, with [nearly 60% of Americans now saying they will be getting a vaccine](#) and vaccine conversations spiking across social.



Analytics

Topic	Posts	Users	Potential Impressions
vaccine	7.2M	6.7M	121.3B
#covid-19	4.7M	4.4M	94.6B
#givethegiftforegon	100	100	1.2M



Most shared/talked about topics in or about Oregon include:

- Governor Brown’s [unveiling of a new COVID-19 rules](#) and her subsequent announcements on Friday (Nov. 4) about [vaccine logistics and distribution strategy](#). The majority of comments were supportive of the new rules, with many expressing support for the flexibility for outdoor dining. Chef Gregory Gourdet hosted a QA with Multnomah County Health to guide restaurants through the new regulations on Instagram. [Watch it here](#).
- An outbreak of [COVID-19 across Oregon mink farms](#) were widely shared and reported. Oregon has the nation’s fourth-largest mink industry, after Wisconsin, Utah and Michigan and the outbreak here follows the outbreak in those states along with a large outbreak in Denmark. The reason for being cautious is because in Denmark, a mutated coronavirus strain jumped from mink to humans and there’s fear, this will reduce the efficacy of a vaccine.
- Anti-maskers in the Oregon medical community drew national notoriety in the past 2 weeks with both a nurse at Salem Health Hospital and a doctor from The Dalles publicly advocating for not wearing a mask.

Ashley Games, a nurse working with cancer patients at Salem Health [posted on TikTok](#) she “doesn’t wear a mask in public outside of work, continues to travel and allows her children to have playdates.” She has been placed on administrative leave pending an investigation.

Dr. Steven LaTulippe said at a pro-Trump rally that [neither he nor his staff wears masks](#) in their clinic and called on rallygoers to “take the mask of shame off.” The Oregon Medical Board has suspended his medical license indefinitely.

Both stories were widely shared on social media and were featured in a variety of national outlets including [Buzzfeed](#) and [Washington Post](#).



Doctor who refused to wear mask has medical license suspended



- The industry's effort to inspire consumers to shop local through the #GiveTheGiftOfOregon campaign is also tracking well, with approximately 3.5 million impressions. Other local efforts such as #ShopLocal, #SmallBusinessSaturday and #GiveTheGiftOfTualatinValley also received noticeable bumps in usage (see chart below).

1 - 25 of 45 hashtags	TWEETS	RETWEETS	CONTRIBUTORS	POTENTIAL IMPRESSIONS ▼	
#GiveTheGiftOfOregon	101	59	40	3.5M	
#SmallBusinessSaturday	31	24	26	934.4k	
#GiveTheGiftOfTualatinValley	20	10	7	684.9k	
#ShopLocal	20	10	9	660.5k	
#SupportSmallBusinesses	18	10	7	660k	
#GivingTuesday	15	11	15	537.6k	
#Oregon	18	9	17	533.5k	
#giving	9	8	9	528.9k	
#love	9	8	9	528.9k	
#Womenspace	9	8	9	528.9k	
#Thanksgiving	9	8	9	528.9k	
#lanecounty	9	8	9	528.9k	
#Eugene	9	8	9	528.9k	
#tuesday	9	8	9	528.9k	
#BlackFriday	13	12	13	254.2k	

Other trending topics you may have missed:

- ["Covid Shrinks the Labor Market, Pushing Out Women and Baby Boomers,"](#) "The U.S. labor force is 2.2% smaller than in February, a loss of 3.7 million workers. The labor-force participation rate, or the share of Americans 16 years and over working or seeking work, was 61.7% in October, down from 63.4% in February. This is the lowest since the 1970s, when far fewer women were in the workforce."
- A new study from the [de Beaumont Foundation](#) finds certain vocabulary is more effective at getting readers to care about pandemic. Key findings are:
 - Forty-nine percent of Americans consider a "pandemic" more "significant, serious, and scary" than "COVID-19" (39%) or "the coronavirus (13%)."
 - Respondents had a much more positive reaction to "a stay-at-home order" than a "lockdown" or "aggressive restrictions."
 - Saying that policies to combat the pandemic are "fact-based" is more effective than saying they're based on "science," "data," or "medicine."
 - Americans have a more positive reaction when rules and regulations to address COVID-19 are called "protocols" rather than "mandates," "directives," "controls," or "orders."
 - More than 4 in 5 respondents prefer "face masks" over "facial coverings."

[A style guide can be downloaded here.](#)

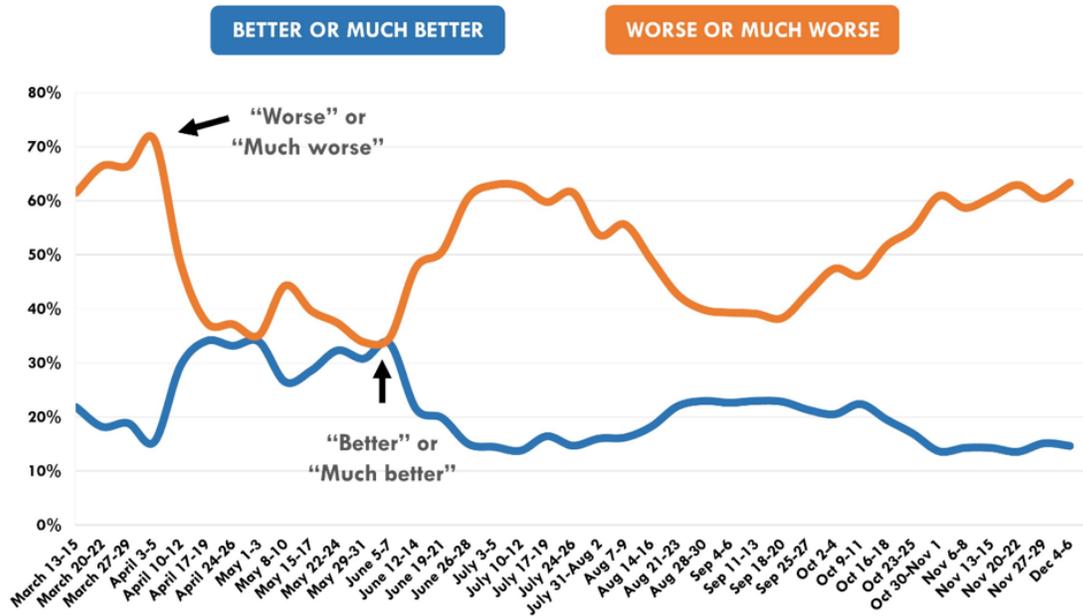
National Trends

Destination Analysts

Highlights from week of December 7:

- Americans largely see the last month of 2020 as one in which the pandemic situation is going to worsen. In fact, Americans' comfort going out for leisure activities even within their own community has declined for the last 3 weeks.

EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK MARCH 15 – DECEMBER 6



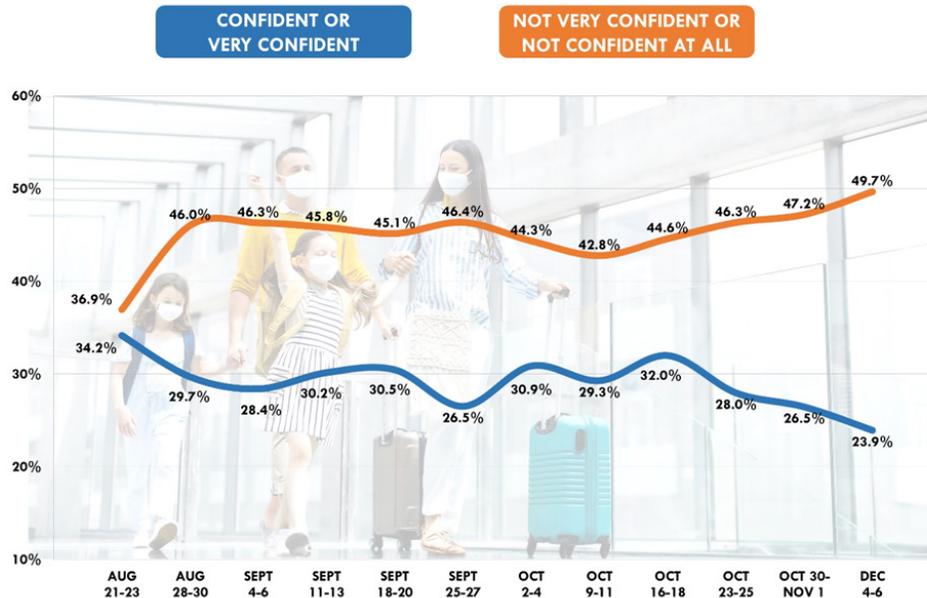
QUESTION: IN THE NEXT MONTH, HOW (IF AT ALL) DO YOU EXPECT THE SEVERITY OF THE CORONAVIRUS SITUATION IN THE UNITED STATES TO CHANGE?

IN THE NEXT MONTH THE CORONAVIRUS SITUATION WILL _____

(Base: Waves 1-39. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205 and 1,204 completed surveys.)

- The current state of the pandemic has eroded Americans' confidence that travel can be done safely. Half feel not very or not at all confident that they can travel safely in the current environment, while just 23.9% are confident or very confident—down from nearly one third six weeks ago.

CONFIDENCE IN TRAVELING SAFELY AS OF DECEMBER 6TH



QUESTION: HOW CONFIDENT ARE YOU THAT YOU CAN TRAVEL SAFELY IN THE CURRENT ENVIRONMENT?

(Base: Waves 24-34 and 39 data. All respondents, 1,202, 1,246, 1,222, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203 and 1,204 completed surveys.)



- The gloominess combined with more clarity on timelines for production and distribution appear to have muted some of the strong hope initially felt about a COVID vaccine. The percent who say the recent vaccine developments have made them more optimistic that they can travel safely in the next six months has declined to 46.0% from 52.5% three weeks ago.

VACCINE DEVELOPMENTS IMPACT ON OPTIMISM FOR SAFE TRAVEL (IN NEXT 6 MONTHS) NOVEMBER 20 – DECEMBER 6

% OF AMERICANS WHO ARE MORE OR MUCH MORE OPTIMISTIC



QUESTION: DOES RECENT NEWS ABOUT VACCINE DEVELOPMENTS AFFECT YOUR OPTIMISM ABOUT BEING ABLE TO TRAVEL SAFELY IN THE NEXT SIX (6) MONTHS? (SELECT ONE TO FILL IN THE BLANK)

THE VACCINE NEWS HAS MADE ME _____ ABOUT BEING ABLE TO TRAVEL SAFELY IN THE NEXT SIX MONTHS.

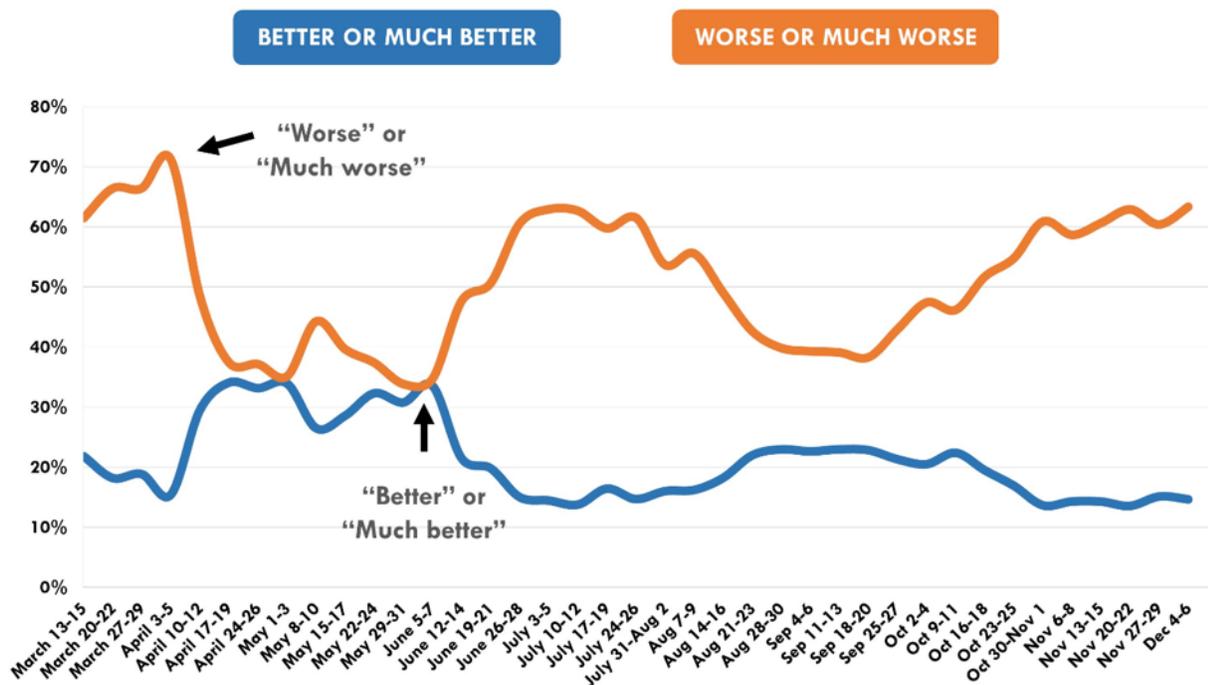
(Base: Waves 37-39 data. All respondents, 1,205, 1,205 and 1,204 completed surveys.)



- Americans still demonstrate openness to travel messaging. Those that agree that they have lost their interest in travel for the time being dropped to 43.1% from a high of 50.0% last week. And after consistently declining for a month, the proportion excited to learn about new, exciting travel experiences or destinations to visit improved to 44.2%.

EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

MARCH 15 – DECEMBER 6



QUESTION: IN THE NEXT MONTH, HOW (IF AT ALL) DO YOU EXPECT THE SEVERITY OF THE CORONAVIRUS SITUATION IN THE UNITED STATES TO CHANGE?

IN THE NEXT MONTH THE CORONAVIRUS SITUATION WILL _____

(Base: Waves 1-39. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205 and 1,204 completed surveys.)

Destination Analysts
DO YOUR RESEARCH

- About 80% of American travelers took at least one trip in 2020, with an average of 2.9 leisure trips reported. Nearly 47% of American travelers said they cancelled an upcoming trip specifically because of this recent surge we are in.
- Over 47% say they will prioritize leisure travel in their personal budget in 2021. Americans plan on taking about 3 leisure trips on average in 2021—primarily to cities, small towns and beaches. One-in-five of these travelers anticipate at least one of these trips will be international. In terms of the actual experiences they will prioritize, spending time with loved ones, getting away from crowds, enjoying nature, going to new places they haven't been before, excitement and energy, as well as budget travel will be top.

- Well over a third of Americans whose job allows them to telecommute say they are likely to take a "workcation" in 2021. Meanwhile, 29.4% of Americans who travel with school-aged children say they are likely to take a "schoolcation."

AMERICAN TRAVEL IN 2021

3

Number of Leisure Trips Americans Expect to Take in 2021

Americans Likely to Travel Internationally

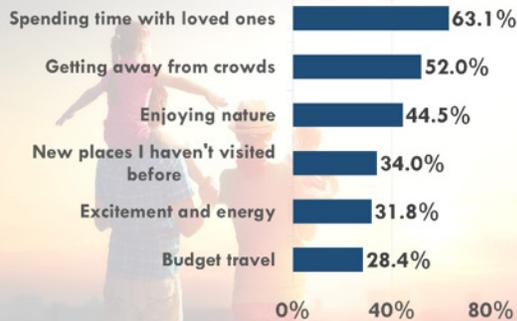
20.5%

47.3%

Will Prioritize Leisure Travel in Their Budget

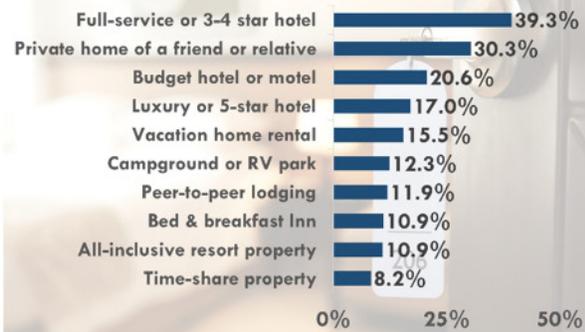
TRAVEL PRIORITIES

(Essential or High Priority)



EXPECTED PLACES OF STAY

(% Reporting Each Lodging Type)



Likely to Take a **Workcation**

36.4%

Of Employed Americans Who are Allowed to Work Remotely

Likely to Take a **Schoolcation**

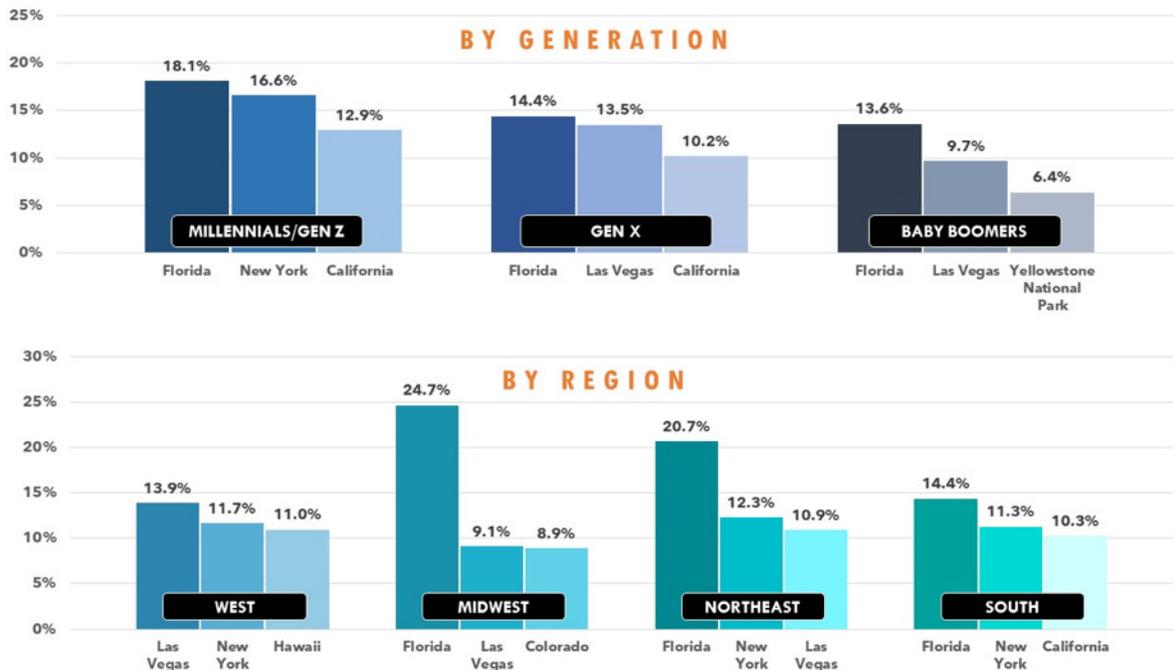
29.4%

Of Americans Who Travel With Their Children

TRIP DESTINATIONS MEAN NUMBER OF REPORTED ANTICIPATED TRIPS FOR 2021



AMERICANS' TOP DESTINATIONS FOR 2021 AS OF DECEMBER 6TH



QUESTION: WHICH DOMESTIC DESTINATIONS (IF ANY) ARE YOU PLANNING TO VISIT OR CONSIDERING VISITING NEXT YEAR (2021)? (WRITE IN UP TO YOUR TOP 3)

(Base: Wave 39 data. All respondents, 1,204 completed surveys. Data collected December 4-6, 2020)



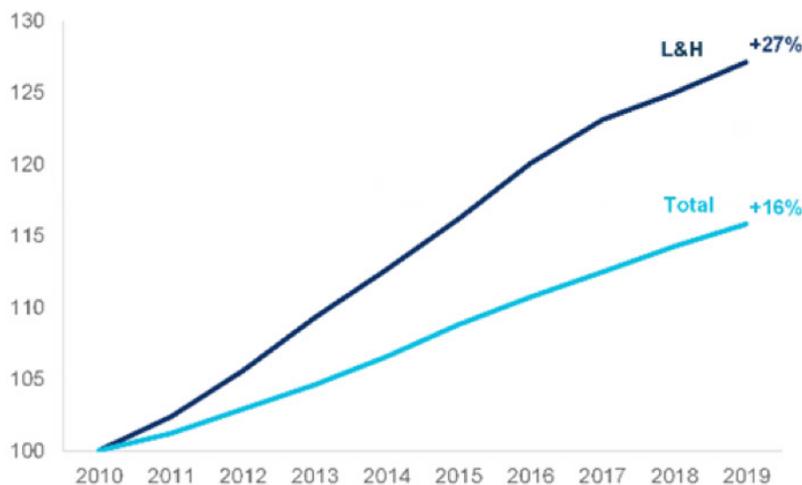
- As to the most popular destinations Americans plan to visit in 2021, Florida, New York, Las Vegas and California look to remain tourism powerhouses. Of course, those in different generations and regions of the country have various travel tastes, with attraction to destinations like Hawaii, Colorado and Yellowstone National Park rising depending on age and residence.

U.S. Travel's Latest Forecast key takeaways from December 3:

- The travel sector was a leader of US job growth prior to the pandemic

L&H employment in United States

Index (2010=100)



Source: BLS

- No industry/sector has been hit as hard as travel

United States employment loss by industry

% of industry lost since February



- Travel must be the focus for economic recovery: 35% of US share of employment loss belongs to Leisure and Hospitality

United States employment share of employment loss

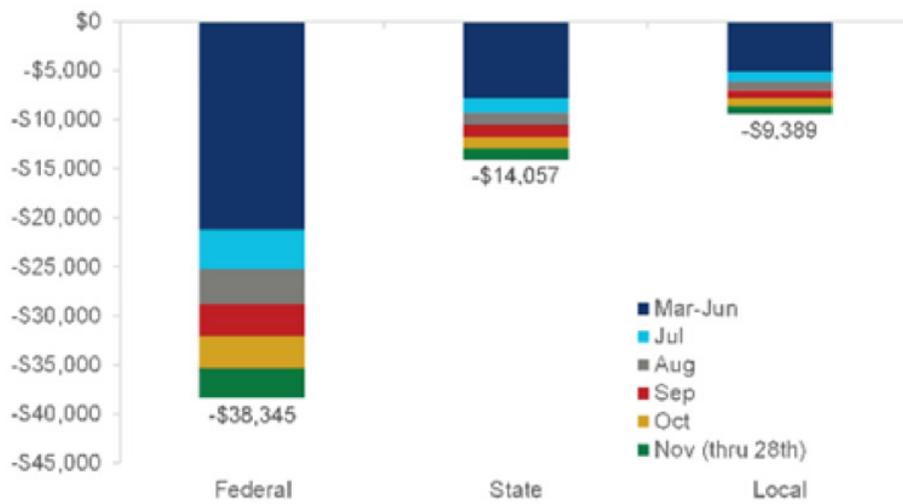
% of all jobs lost since February



- National tax revenue losses on travel spending had an enormous impact on government finances: \$62 bn and counting

National tax revenue losses on travel spending

\$ millions, year-over-year change



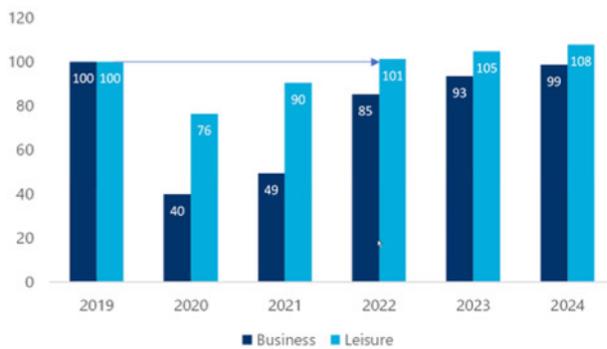
Source: Tourism Economics

- The **good news** is that there is recovery in our future...leisure travel will be back to 2019 levels by 2022...business travel will take longer (2024)

Leisure travel will fuel the recovery

Business and leisure trips

Index (2019=100)



Leisure back to 2019 levels in 2022

Business nearly back in 2024

Note: Only domestic trips

Source: U.S. Travel Association, Tourism Economics

- There will be strong recovery in room demand starting the second half of 2021 (only down an estimated 10% by that point)
 - Though REVPAR to still be down about 33% from 2019 levels
 - Room revenue to recover in early 2024

...but the second half of next year will look very different

Room demand

Quarterly, relative to 2019



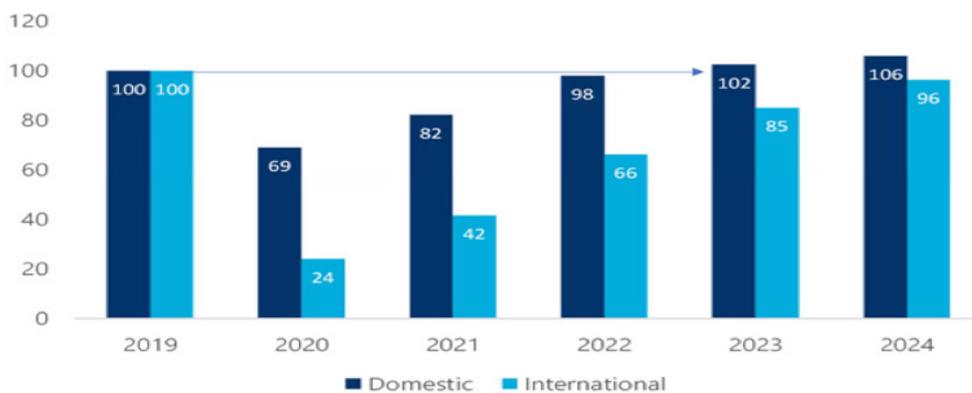
Source: STR; Tourism Economics

* Total room inventory RevPAR is calculated without removing temporarily closed hotels. On a standard RevPAR basis, growth is forecasted as -47.0% in 2020 and 25.0% in 2021.

- Domestic trips will be almost back in 2022...international trips back in 2024

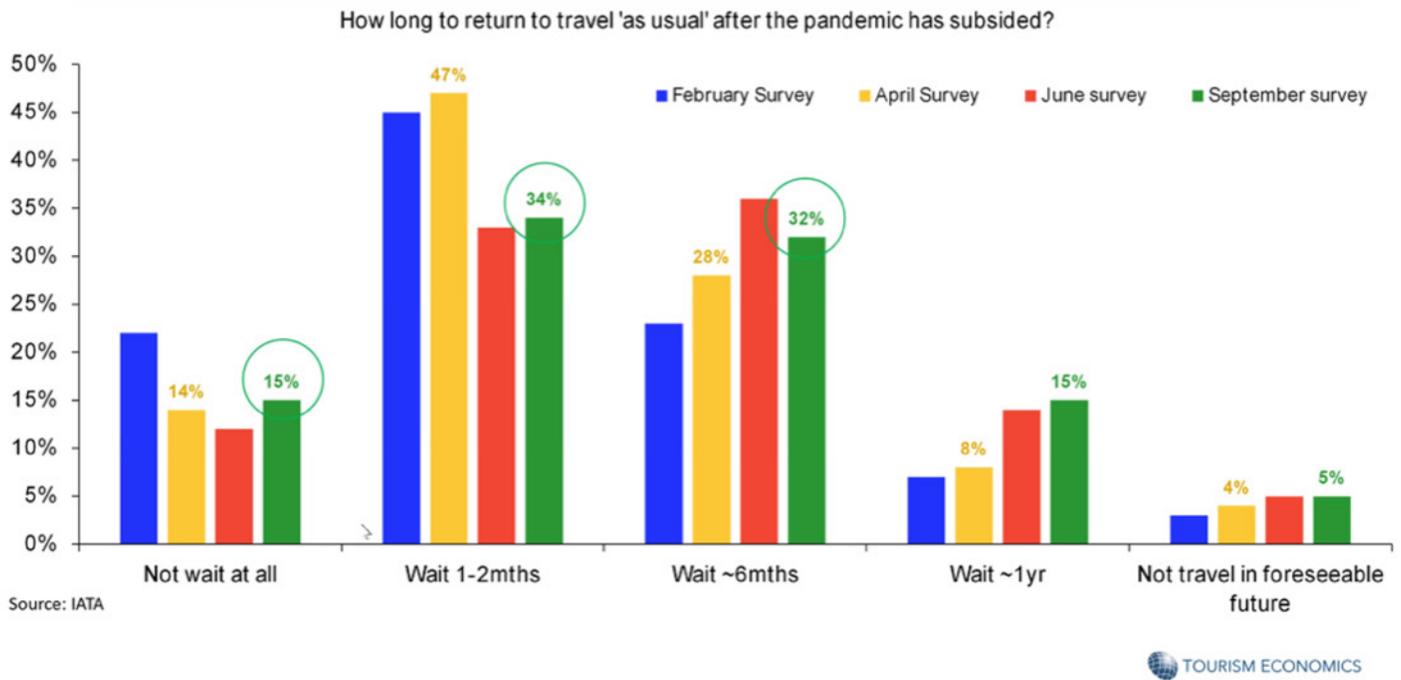
Domestic and international trips

Index (2019=100)



Source: U.S. Travel Association, Tourism Economics

- 80% of travelers say they plan on returning to their usual travel patterns within 6 months of virus containment



Research and Analytics Resources

<https://www.qualityinfo.org/ed-ceest/?at=1&t1=4101000000~0~0~00000000~2020~or>

<https://ttra.com/resources/covid-19-travel-and-tourism-research-resources/>

<https://str.com/event/covid-19-webinar-us-canada-hotel-weekly-performance-analysis>

<https://www.mmgyglobal.com/covid-19/>

<https://www.ustravel.org/toolkit/covid-19-travel-industry-research>

<https://keydatadashboard.com/covid-19-impact-report-on-short-term-vacation-rentals-in-oregon/>

<https://covid19.ubermedia.com/>

<http://hotelnewsnow.com/data-dashboard>

If you have any questions, please direct them to: ladan@traveloregon.com